

CONTRACT

WGNT
720 Boush Street
Norfolk, VA 23510
(757)446-1000

And:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

<u>Contract / Revision</u> 549842 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 08/27/12 - 09/02/12	<u>Estimate #</u>	
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 08/06/12 / 08/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGNT	<u>Account Executive</u> House WGNT	<u>Sales Office</u> WGNT Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
✓ 1	WGNT	08/27/12	09/02/12	10a-11a M-F	10a-11a	M--F--	:30	2	\$140.00	NM	2	\$280.00
✓ 2	WGNT	08/27/12	09/02/12	12p-1p M-F	12p-1p	--W----	:30	1	\$140.00	NM	1	\$140.00
✓ 3	WGNT	08/27/12	09/02/12	4-5p M-F CW	4p-5p	-T-TF--	:30	3	\$100.00	NM	3	\$300.00
✓ 4	WGNT	08/27/12	09/02/12	5p-6p M-F	5p-6p	M-W----	:30	2	\$220.00	NM	2	\$440.00
✓ 5	WGNT	08/27/12	09/02/12	6p-7p M-F	6p-7p	-TWTF--	:30	4	\$200.00	NM	4	\$800.00
✓ 6	WGNT	08/31/12	08/31/12	9a-10a M-F	9a-10a		:30			NM	0	\$0.00
✓ 7	WGNT	08/29/12	08/29/12	4-5p M-F CW	4p-5p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	--W----	1	\$100.00						
✓ 8	WGNT	08/28/12	08/30/12	5p-6p M-F	5p-6p		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	---T---	1	\$220.00						
✓ 9	WGNT	08/27/12	08/27/12	6p-7p M-F	6p-7p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:		08/27/12	09/02/12	M-----	1	\$200.00						
Totals											15	\$2,480.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 08/31/12	15	\$2,480.00	\$2,108.00
Totals	15	\$2,480.00	\$2,108.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.